FEELING SAFE, BEING SAFE

My Personal Safety in an EMERGENCY
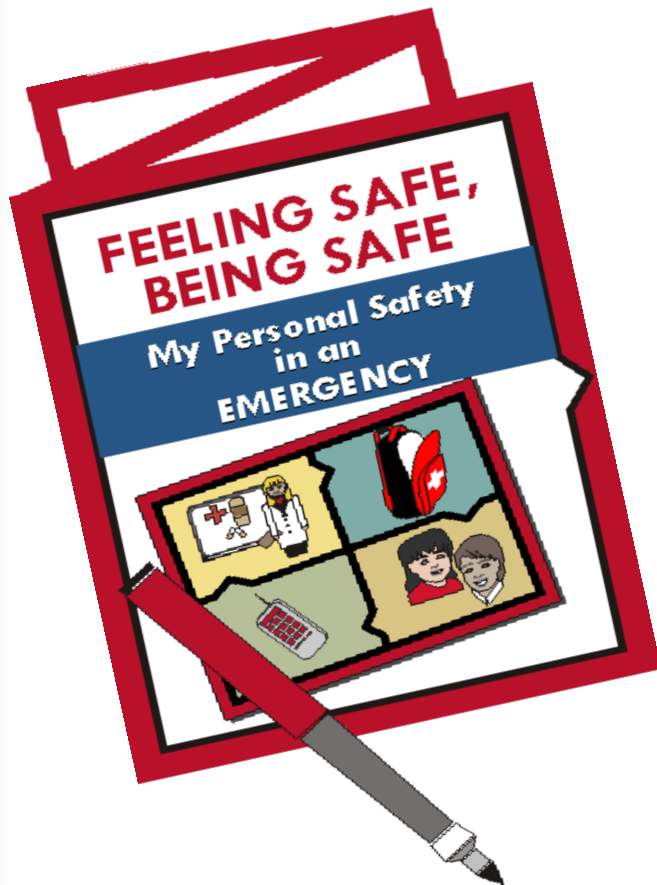
Feeling Safe, Being Safe

Principles, Purpose, Methods, Outreach

The **Board** Resource Center

Making Complex Ideas Simple℠

Feeling Safe, Being Safe

The principles used to develop and disseminate Feeling Safe, Being Safe can be adapted by emergency managers to integrate their planning.

Consumer Group Takes Action

Consumer Advisory Committee

"People can take care of themselves if they have information in a way they understand"

- The CAC demanded action - driven *by them, for them and from a standpoint of safety, not fear*.

Principles

Background

Motivators -

- Katrina and California natural disasters.

- People First publication: Community Service Book

- Emphasis on system, not personal preparedness

- Existing preparedness tools - too difficult to use.

Leadership

People with disabilities drive:

- Collaboration on material development.

- Test/revise tools before release.

- Facilitate inclusive peer group training.

- Be community assets to others.

Donald Roberts Chair DDS CAC

Method

Directed Approach to Communities

- Self-guided or group online training.

- Train the trainer model to increase impact.

- Webinars.

Method

Plain Language/Easy English

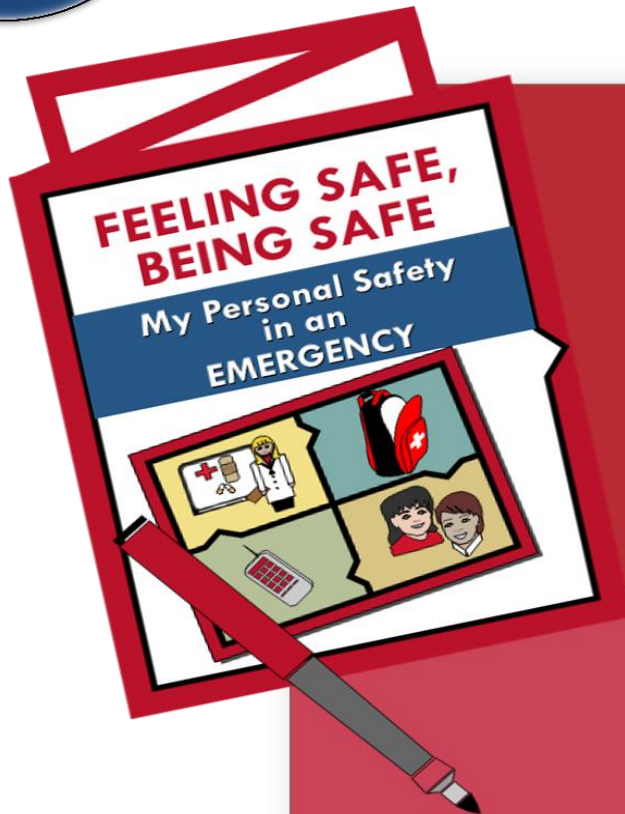Understandable and concise language for people with low literacy and/or comprehension.

Use only:

- Photos and symbols that support text.

- Language used in everyday life.

- Key information only.

- Short sentences.

Tools

Feeling Safe, Being Safe

FEELING SAFE, BEING SAFE
My Personal Safety in an **EMERGENCY**

Worksheet & Magnet
Online Training
Community Training
Website
Webinar
Train-the-Trainer

We learned

Post Training Survey

Conferences – Community Meetings – Advocacy Groups

2,400 Respondents indicated

- Self-empowered.

- Tools were actionable to multiple populations.

- Willing and able to help neighbors prepare.
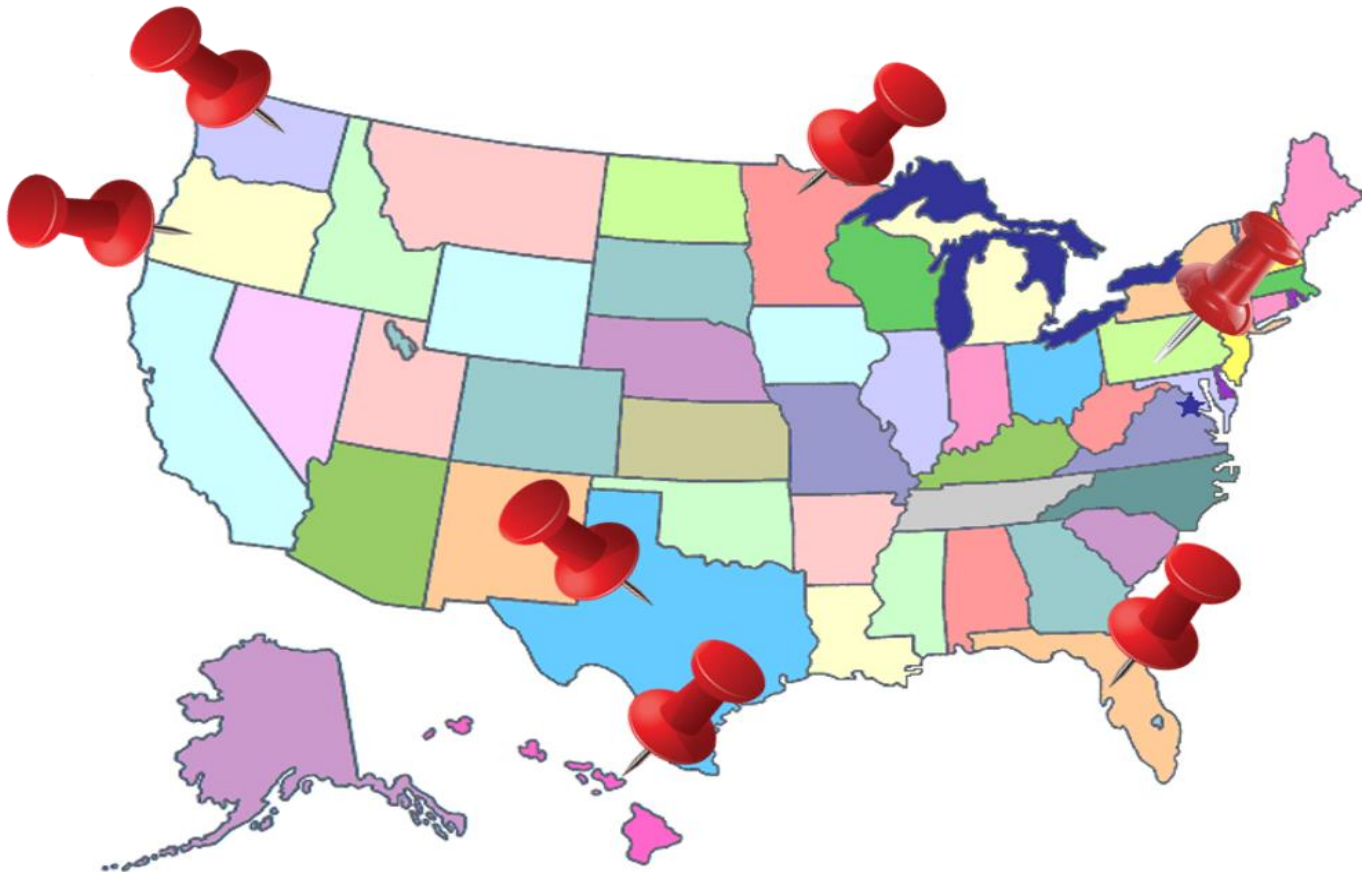
We learned

Outcomes

- *Feeling Safe* trainings held throughout California.

- Adapted for use by other states.

- Permanent webpage on DDS website.

- Trainers viewed as community assets.

- Train-the-Trainer model increased use.

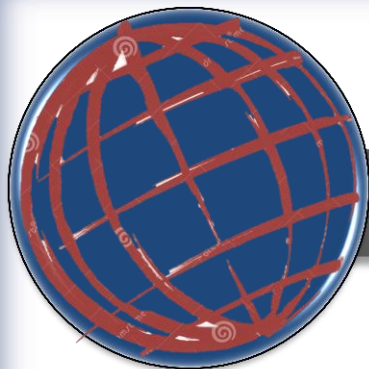- Sustainable and cost effective approach.

Outreach

Multi-State Use and Adaptation

National/International Outreach

Center for Plain Language
Washington, DC

International Plain Language Association
Lisbon Portugal

World Bank – Haiti Recovery
Washington, DC

United Nations – Promising Practice
New York, NY

Take Away

1. End-users know what they need.

2. Plain Language/Easy English is effective.

3. User involvement in all phases of development can ensure greater use.

4. Non-silo community training increases use.

5. Peer advocacy is essential.

6. Continued system support necessary.